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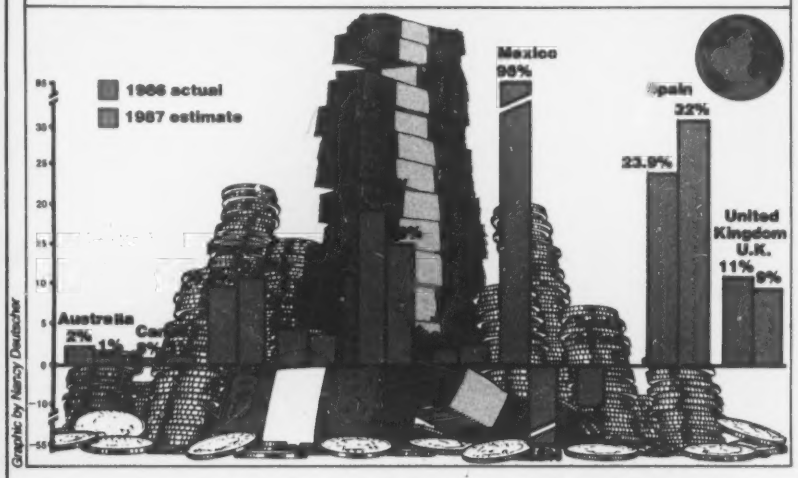
Advertising Age®

Crain's International Newspaper of Marketing. In Two Sections. Section 1.

Worldwide ad spending growth

Global survey shows 1987 real ad spending growth higher than last year in Spain and France, and higher than previous estimates in major markets. Source: ADVERTISING AGE.



Beating U.S.

Foreign ad spending registers hefty gains

By JULIE SKUR HILL

International ad spending growth is outpacing the U.S. and will continue to do so for many years, industry sources say.

Traditionally, non-U.S. ad spending growth lagged behind the U.S., and agencies maintained many unprofitable foreign offices to serve clients—not to make money.

But the profit picture is changing. Publicly held U.S.-based agencies and advertisers continue to report stronger growth outside the U.S. than domestically.

Some forecasters predict that ad spending growth outside the U.S. this year will be twice the U.S. rate. That is translating into big U.S. profits because of the weak U.S. dollar compared with other currencies. But the dollar's weakness is only part of the reason for the bright international picture.

Economic improvements in South

(Continued on Page 46)

Ex-Bates team targets Ogilvy

By JON LAFAYETTE

NEW YORK—John Hoyne, former head of Ted Bates Worldwide's international unit, told ADVERTISING AGE he owns 80,000 shares of Ogilvy Group stock and may buy more.

Those shares represent less than 1% of the company, and are worth about $2.6 million.

Sources close to Mr. Hoyne and a group of ex-Bates executives who also are accumulating Ogilvy shares indicated that a formal takeover bid likely will start next month. But the group offered no official timetable.

Mr. Hoyne, reached in the Caribbean last week, called his investment a "minor position" and added that Ogilvy "is a good company. I hope it will do better."

The Ogilvy developments came last week as Chicago-based Foote, Cone & Belding Communications also resurfaced as the subject of a takeover rumor.

Both agencies have vowed to fight any takeover attempt.

In a memo Aug. 13 to the agency staff, Ogilvy Chairman William Phillips said management had heard the takeover rumors but "we have not been approached.

"Naturally, we will resist this with all available means," Mr. Phillips said in the memo. "We have already taken a number of steps to protect our clients, our shareholders and you."

He said, "As one of the strongest and best-regarded worldwide agency groups, we are confident that we will remain independent."

Rumors surfaced last month that Ogilvy management was considering its own plan to take the company private. Such a management buyout could be pursued as an alternative to a takeover led by outsiders.

One observer noted that James Robinson, chairman of American Express Co., one of Ogilvy's most important clients, likely would have a major voice in what happens to the agency. AmEx owns the investment banker Shearson Lehman Brothers.

Industry observers said it would take a bid of at least $50 a share, or more than $700 million, to take over the company.

Ogilvy Group consists of Ogilvy & Mather; Scali, McCabe, Sloves; Cole & Weber; and research, PR, promotion and direct-marketing subsidiaries.

The Bates group is expected to work with investment bankers from Lazard Freres, which advised the group on its unsuccessful bid for JWT Group and offered to put up capital.

Mr. Hoyne began leading a group of former executives of Bates, including ex-Chairman Robert Jacoby, in accumulating Ogilvy shares on the open market shortly after the group's bid to acquire JWT was rejected, according to one member of the group.

British-based WPP Group eventually acquired JWT.

Before the JWT takeover, an unsolicited offer for an ad agency had been unthinkable, but now the spirit on Madison Avenue is that any publicly held agency is vulnerable.

The Bates group's plan, said a source close to the situation, is to continue acquiring Ogilvy stock and bid for the agency holding company. If the bid is successful,

(Continued on Page 47)

• **Saatchi merger on West Coast falls through. Page 2.**

• **JWT looks strong in the Burger King review. Page 3.**

• **How Esty team managed to keep Jeep. Page 4.**

Last Minute News

Ogilvy stock gains 6 points

NEW YORK—Amid takeover rumors, Ogilvy Group stock closed the week at $43 a share, up 6 points for the week. On Aug. 14, the stock rose 4 points. O&M client Kimberly-Clark said the rumored takeover attempt *(see story above)* "is a matter of great concern to us because of our great respect for Ogilvy & Mather's management." Polaroid, Ford, Campbell Soup Co. and AT&T generally expressed support for O&M's current management and said they would examine any changes closely.

JWT gets more Tenneco work

LINCOLNSHIRE, ILL.-Tenneco Automotive named J. Walter Thompson Co. as worldwide agency, adding an estimated $28 million in billings to the $20 million the agency already handles. J. Walter Thompson USA's Detroit office, which already handles Walker Manufacturing, Monroe Auto Equipment and Brake Pro for Tenneco Inc., takes over as agency of record for all North American retail, adding Speedy Muffler King and regional muffler chain Car-X Service, formerly handled by SSC&B:-Lintas Worldwide, New York. JWT subsidiary Enterprise Advertising Associates, Toronto, will coordinate in Can-

(Continued on Page 8)

American to address flight safety

By JENNIFER LAWRENCE

DALLAS—American Airlines will become the first carrier to target consumer concerns about flight safety in a network TV campaign starting in two weeks.

The Fort Worth, Texas-based airline, the nation's third largest, also becomes the first airline to base a network campaign on airline performance problems that have plagued the industry since last spring. Earlier, on-time performance problems have been addressed in print ads only.

American's willingness to address flight safety is significant. In the past, airlines tacitly agreed to steer away from safety claims.

Long considered an innovator in the industry, American intends to maximize its established quality image by get-

(Continued on Page 44)

Wisconsin eyes tax on advertising

By STEVEN W. COLFORD

Following Florida's lead, a special commission appointed by Wisconsin's governor is considering an expansion of the state's 5% sales tax to include advertising and other services.

The extent to which such a tax would affect national advertising appearing in the state—the most controversial feature of Florida's ad tax—is unclear.

The 23-member commission, appointed Feb. 9 by freshman Republican Gov. Tommy Thompson, is due to make its final report to the governor Sept. 1.

The report is expected to endorse a sales tax on professional services, said Steve Loucks, director of government relations for Wisconsin Manufacturers & Commerce.

The governor has taken no position on expanding the sales tax, said News Secretary Jim Soyer.

Mr. Loucks, however, said he believes Gov. Thompson would veto such tax-expanding legislation.

State Rep. David Clarenbach, a Democrat, two weeks ago introduced a bill that would extend the sales tax to most professional services, including advertising.

An aide to Rep. Clarenbach said the legislation has been introduced and defeated in past years. The aide said the same thing could happen this year, largely because the bill is part of a broad economic relief package designed mainly to benefit farmers and the poor.

However, the aide and Mr. Loucks both said the idea of taxing advertising and other services is gaining bipartisan legislative support. Mr. Loucks said Republican Sen. Joseph Leean is expected to

(Continued on Page 44)

Labatt push set for U.S.

Brewer targets Molson

By PATRICIA WINTERS

Labatt Brewing Co., fresh from trouncing Molson Breweries in a Canadian marketing battle, is carrying the skirmish south.

Labatt Importers, the Darien, Conn.-based subsidiary of the Canadian brewing giant, has repositioned its Labatt's beer line in the U.S., changed the packaging and rolled out a new light beer—Labatt's Blue Light—to replace Labatt's Light.

The new Labatt's line is supported by a $10 million advertising and promotion budget, up more than 100% since 1985, said Warren Field, Labatt's marketing manager.

Labatt also is expanding Schooner Canadian beer along the East Coast, from New England test markets, and holds the licensing rights to import Moussy, the No. 1 imported non-alcoholic brew in the U.S., and Quenchette, the No. 1 imported wine cooler in the U.S.

Moussy previously was marketed by White Rock Products Co., White Stone, N.Y.; Quenchette, by Locon Inc., Norwood, Mass.

The Marketing Continuum, Dallas, handles Quenchette; Geers Gross Advertising, New York, handles Moussy.

The U.S. push is part of an overall expansion effort by Labatt to boost sales and profits (AA, Nov. 24). After a neck-and-neck battle with Molson in Canada, Labatt has secured the beer lead there with an estimated 41% market share. Molson has an estimated 34%.

"There are about 22 million people in Canada, and the [beer] market is flat," Labatt's Mr. Field said.

There are about 220 million people in the U.S., he added, and imports are growing rapidly. "It doesn't take long to figure out where the potential is to grow."

Beer is not the only field in which Labatt is expanding in the U.S. In the past two years, its London, Ontario-based parent, John Labatt Ltd., has increased U.S. sales by 400% to about $960 million, mainly through an acquisitions binge.

Since 1985, Labatt has purchased Johanna Farms Inc. and Tuscan Farms, dairies that supply yogurt and other products, and food companies such as Chef Francisco and Pasquale Foods. Labatt Ltd.'s total sales were $3.2 billion for the year ending April 30, up 18.8% from '86.

Labatt Importers' mission is to topple in the U.S. its Canadian competitors, Molson, imported by Martlet Importing Co., North Hills, N.Y., and Moosehead, imported by All Brand Importers, Avon, Conn.

With 4.6 million cases, Labatt's is this country's sixth-largest imported beer, following No. 5-ranked Moosehead, with 6 million cases, according to the newsletter *Beer Marketer's Insights*.

Molson is the U.S. market leader in the Canadian segment and the

Labatt Importers has repositioned its Labatt's beer line in the U.S.

No. 3 import brand overall, at 13.6 million cases, behind Heineken and Corona Extra.

To prepare for its U.S. onslaught, Labatt has developed a national distribution network, from a few regions comprising primarily Canadian border states; started a marketing department to create national programs; and doubled its sales force.

Labatt also consolidated operations to Darien from Buffalo, N.Y., and switched advertising agencies, to Hill, Holliday, Connors, Cosmopulos, Boston, from Tracy-Locke, Dallas.

HHCC's mission is to reposition the Labatt's line to an upscale, image beer from a price beer, targeting the typical imported beer drinker: men aged 21 to 35. As a result, Labatt is running a spot TV, print and radio campaign around the theme of Labatt's Canadian nickname, Blue.

Labatt faces a tough road. Although the Canadian import market is expanding again—up 10% in the first five months of '87, according to *Beer Marketer's Insights*—leader Molson is attacking the market aggressively.

Two months ago, Martlet broke its first national TV campaign for Molson, spending an estimated $8 million, via Saatchi & Saatchi DFS Compton, New York.

And, like all the other import marketers, Labatt also must battle the phenomenal growth of Barton Brands' Corona Extra. Corona last year unseated Molson as the U.S.' No. 2 imported beer overall, as sales grew 170% to 13.5 million cases, according to *Impact*, an industry newsletter.#

Saatchi's Calif. merger plan off

By JENNIFER PENDLETON

The planned merger of southern California's Saatchi & Saatchi Co. units—Cochrane Chase, Livingston & Co. and Backer Spielvogel Bates (AA, July 27)—is off.

"It looked interesting going in, but there were a number of standing account conflicts," said Michael Roche, general manager of BSB's Huntington Beach office. Those included BSB's Hyundai Motor America and Avis accounts and Newport Beach-based CCL's Southern California Chevrolet Dealers Association and Dollar Rent A Car Systems accounts.

"When we looked at our future, both with existing clients and new business, it didn't seem like the right thing to do," Mr. Roche said.

"When we looked at the numbers on the merger, it just didn't make sense," added BSB Chairman Carl Spielvogel.

CCL Chairman Cochrane Chase refused to elaborate on the reasons behind the reversal.

Earlier, Saatchi sources said Mr. Roche would head the western operation and that Mr. Chase would retire within a year. Mr. Chase said last week he has no plans to retire.

It doesn't appear that client pressure figured into the decision. "We were in favor of it," said Jack Collins, Hyundai director of marketing. "We felt it would be better for our business in terms of building up the agency, internal development and the nature of assignments for personnel."

Chevrolet association and Dollar Rent A Car sources said they weren't involved in the decision.

The combination would have created an agency with billings of about $120 million.#

West Coast News

Highlights

Carmakers' ad strategy in reverse 6
The new, sweeping incentive programs offered by U.S. automakers have partially boomeranged. Archrival import car dealers are reporting increased showroom traffic and sales as a result of the 1.9% annual percentage rate financing and rebates offered by General Motors Corp., Ford Motor Co. and Chrysler Corp.

Faberge probes new products 33
While Faberge Inc. shells out $700 million to acquire upscale cosmetics company Elizabeth Arden Inc., its mass-market beauty division, Faberge USA, is planning five major new-product introductions. At the same time, Arden likely will review agencies and raise ad spending.

Colgate scrubs up soap market 42
Colgate-Palmolive Co. is buying a leadership position in the liquid-soap market with its proposed acquisition of Minnetonka Corp.'s Softsoap brand and related product lines.

Goldstein honored at memorial 45
Robert V. Goldstein, Procter & Gamble Co. VP-advertising, was remembered by family, friends and colleagues as a "man for all seasons" during a memorial service Aug. 13 at Adath Israel Synagogue in Amberley Village, Ohio.

INTERNATIONAL

Dow's Ziploc bags debut in Brazil 30
Dow Chemical Co. stepped up activities appealing to the Brazilian consumer and began marketing Ziploc food bags in Brazil after a successful test in May. The company also markets the bags in Panama and the Caribbean and plans to expand throughout Latin America by the year 2000.

OTHER NEWS

Several more cigarette marketers have agreed to stop using the word "free" in advertising their 25-pack cigarettes, in light of long-running discussions with the National Advertising Division of the Council of Better Business Bureaus. Page 12.

Black & Decker Corp. in October will advertise its power tools, in part using money it saved by ending its rebate programs. At the National Hardware Show in Chicago last week, B&D introduced 35 power-tool products ranging from cordless screwdrivers and glue guns to weed trimmers and electric lawn mowers. Page 37.

Donald Kummerfeld already has set up a list of priorities for his new job as president-ceo of the Magazine Publishers Association, effective Sept. 1. Mr. Kummerfeld wants to make sure the MPA does the best possible job in representing the industry's interests. Page 42.

S.C. Johnson & Son's first campaign for Check-Up anti-plaque toothpaste advances the brand's light approach to the fight against gum disease, shunning the more clinical positionings being used by competitors. The estimated $6 million campaign, breaking today, is the first from Johnson. Page 42.

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ABP MPA RED TAG ABC VNU

Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

AUGUST

— Art & antiques —

	Current month 1987	Current month 1986	Year-to-date 1987	Year-to-date 1986
Art & Antiques (10X)	—	—	389.5	318.8
Art News (10X)	—	—	676.4	593.0
Southwest Art	76.5	65.2	674.5	558.2
Total Group	**76.5**	**65.2**	**1,740.4**	**1,470.0**
% change		**17.4%**		**18.4%**

— Auto/cycle/rec. vehicles —

Autoweek(52X)	155.6	127.9	1,195.3	1,123.4
Car Collector & Car Classics	18.1	18.8	137.4	126.3
Car Craft	86.0	82.7	695.0	595.2
Circle Track	71.0	60.3	607.8	500.2
Dirt Rider	34.0	29.8	285.7	337.4
Dune Buggies & Hot VWs	78.7	89.8	613.0	701.9
Family Motor Coaching	144.4	128.3	1,254.6	1,190.5
4 Wheel & Off-Road	94.9	87.4	706.6	693.4
Four Wheeler	91.0	88.0	691.0	674.0
Hot Rod	65.0	60.1	605.9	501.5
Motorcyclist	38.9	33.5	418.8	414.5
Motor Trend	63.0	48.6	636.6	519.2
Motorhome	96.4	93.4	683.8	760.9
Rider	36.3	33.0	360.2	433.5
3 Wheeling	44.2	48.9	342.3	461.7
Trailblazer	45.5	38.6	370.1	300.6
Trailer Life	103.5	98.6	837.6	932.2
Total Group	**1,266.5**	**1,167.7**	**10,441.7**	**10,266.3**
% change		**8.5%**		**1.7%**

— Boating & yachting —

Chesapeake Bay	41.0	38.3	354.1	298.4
Cruising World	89.0	92.3	899.0	970.6
Lakeland Boating (11X)	68.5	67.5	588.1	558.0
Motor Boating & Sailing	120.2	117.9	1,319.5	1,404.4
Sail	107.4	113.0	872.7	904.9
Small Boat Journal(6X)	—	—	228.3	213.0
Trailer Boats(11X)	36.8	29.6	467.6	359.0
Western Boatman(6X)	—	—	155.3	162.8
Total Group	**462.9**	**458.6**	**4,884.6**	**4,871.1**
% change		**1.0%**		**0.3%**

— Canadian —

L'Actualite	30.7	38.7	574.9	610.8
Chatelaine:				
English Edition A.	43.8	54.2	564.8	704.2
French Edition	39.0	40.7	519.1	600.0
City & Country Home(10X)	34.0	—	317.8	269.9
Equinox	—	—	145.1	147.2
Flare A.	59.2	49.3	564.3	527.6
Harrowsmith-Canada (6X)	—	—	168.2	155.2
Macleans (52X) A.	75.5	80.1	793.8	933.7
Moneywise	30.7	12.8	256.9	267.4
Reader's Digest:				
Canadian-English A.	46.7	42.2	436.9	588.7
Canadian-French A.	33.5	35.0	325.3	485.9
Toronto Life	69.3	60.5	679.2	644.5
Vancouver	54.7	59.5	490.0	560.0
Total Group	**517.1**	**481.0**	**5,836.3**	**6,495.1**
% change		**7.5%**		**-10.1%**

— Civic/fraternal —

American Legion	28.1	22.5	249.6	190.8
Elks (10X)	16.0	15.7	137.8	127.8
Kiwanis	15.4	18.7	122.5	126.2
Lion (10X)	7.3	10.6	56.5	40.6
Rotarian	11.7	13.0	114.2	113.5
V.F.W. (11X)	24.5	26.5	218.0	190.4
Total Group	**103.0**	**107.0**	**898.6**	**789.3**
% change		**-3.7%**		**13.8%**

— Comics —

DC Comics	8.0	3.0	50.0	39.0
Marvel Comics Group	9.5	10.0	71.5	61.0
Total Group	**17.5**	**13.0**	**121.5**	**100.0**
% change		**34.6%**		**21.5%**

— General —

American Health(10X)	—	—	443.2	364.0
American Heritage (8X)	27.3	13.0	140.4	68.5
Arizona Trend	15.3	—	252.8	—
American West (6X)	—	—	147.5	168.8
The Atlantic A.	18.8	23.4	252.9	274.1
Bon Appetit A.	72.2	52.4	625.1	602.1
Changing Times	43.7	36.3	483.6	371.8
Connoisseur	43.8	19.0	525.2	485.1
Consumers Digest (6X)	—	—	87.0	108.5
Ebony	90.2	90.5	724.7	746.1
Fifty Plus	30.6	27.2	303.0	274.8
Food & Wine	46.1	36.1	422.0	343.1
Games (6X)	17.5	20.9	76.3	172.3
Golden Years	31.2	23.5	489.6	187.3
Gourmet	67.2	52.0	731.8	667.6
Harper's A.	24.5	22.2	232.4	182.1
Harrowsmith (6X)	—	—	185.7	153.1
Let's Live	37.0	49.0	358.0	388.0
Life	28.3	34.0	335.1	417.0
Modern Maturity (6X)	—	—	142.7	129.4
Money	77.4	70.1	941.1	928.6
Money Maker	9.7	—	21.8	—
Moneyworth (4X)	—	—	34.2	30.5
Mother Jones (9X)	20.0	40.1	102.6	118.8
National Geographic	14.8	15.9	153.5	173.7
National Geographic Traveler(4X)	—	—	86.0	78.5
Natural History	24.6	28.7	258.0	312.9
Prevention	56.1	45.5	495.6	475.8
Psychology Today	22.7	29.6	235.3	222.0
Reader's Digest A.	55.3	73.1	715.9	750.0
Rx Being Well (6X)	—	—	91.0	74.5
Saturday Evening Post (9X)	—	—	210.7	189.3
Signature	29.2	47.2	438.1	529.6
Smithsonian	67.1	47.4	613.1	590.1
Sylvia Porter's Personal Finance (10X)	—	—	302.1	248.7
Town & Country	112.9	101.1	881.2	862.8
Travel-Holiday	26.9	27.0	324.1	321.3
Travel & Leisure	45.3	45.8	713.0	777.6
Vanity Fair	74.4	35.1	437.8	309.6
Writer's Digest	27.4	21.8	219.9	196.3
Yankee	58.2	52.1	578.8	537.2
Total Group	**1,315.8**	**1,179.9**	**14,813.0**	**13,831.4**
% change		**11.5%**		**7.1%**

— Home —

Americana(6X)	—	—	80.9	111.4
Better Homes & Gardens	83.4	75.1	828.9	838.6
Colonial Homes (6X)	—	—	253.4	250.2
Columbus Monthly-Homes (4X)	—	—	86.9	81.7
Country Home (6X)	—	—	200.6	175.8
Country Living	75.3	55.9	854.9	545.8
Dallas/Ft. Worth Home & Garden	55.8	72.0	467.4	622.0
Family Handyman (10X) A.	—	—	351.5	388.4
Flower & Garden (6X)	33.3	26.4	172.4	156.4
Home	36.0	32.2	390.1	365.2
Home Mechanics	47.5	37.4	445.7	464.9
The Homeowner (10X)	—	—	210.9	187.8
Horticulture	23.5	26.8	296.4	297.5
House Beautiful	56.7	54.8	534.0	559.1
House & Garden	54.5	61.3	690.4	688.1
Houston Home & Garden	76.6	76.7	565.8	606.5
Metropolis	52.2	35.7	361.0	205.2
Metropolitan Home	46.6	38.3	544.3	440.0
1,001 Home Ideas	39.2	29.8	384.4	299.6
Phoenix Home/Garden	59.5	58.3	553.6	525.6
Practical Homeowner	—	—	282.1	317.7
Rodale's Organic Gardening	27.5	35.3	393.5	480.5
San Diego Home/Garden	49.0	53.5	527.1	540.8
South Florida Home/Garden	29.9	27.8	234.4	238.8
Southern Accents (6X)	—	—	357.9	377.9
Southern Living	80.9	89.8	920.5	1,083.0
Sunset Magazine A.	92.8	90.1	941.5	1,083.2
Workbench (6X)	—	—	180.7	191.3
Total Group	**1,020.1**	**977.2**	**11,911.1**	**12,123.1**
% change		**4.4%**		**-1.7%**

— In-flight & other passenger —

Aboard Group (7)(6X)	—	—	105.6	103.9
Alaska Airlines	53.6	57.5	435.2	462.3
America West Airlines	53.2	29.8	365.2	167.6
American Way (24X)	101.9	78.1	777.0	722.2
Brighton Inflight Group:				
Braniff	17.3	9.3	118.5	86.1
Continental	50.4	30.8	348.3	248.4
Hawaiian Air (6X)	—	—	57.6	—
East/West Network:				
Eastern Review	53.3	57.5	535.0	752.6
Northwest	47.2	32.6	354.0	322.5
PSA Magazine	84.7	77.8	637.0	624.3
Pan Am Clipper	35.2	32.5	320.8	491.3
Spirit	53.2	68.5	460.9	703.7
TWA Ambassador	45.0	—	379.1	—
Vis 'A Vis	53.0	64.3	445.8	704.7
Halsey Publications:				
Delta Sky	69.2	55.0	613.2	578.8
US Air	52.3	37.5	375.8	344.5
Piedmont Airlines' Pace	105.2	88.2	695.2	645.7
Spirit of Aloha (6X)	29.4	29.1	244.9	226.7
Total Group	**904.0**	**748.5**	**7,269.0**	**7,185.2**
% change		**20.8%**		**1.2%**

— Men's —

Esquire A.	59.5	42.5	638.7	704.3
Firehouse Magazine	52.3	26.5	344.6	315.0
Gentlemen's Quarterly A.	141.5	115.0	1,016.5	1,060.5
M Magazine	69.7	50.3	516.0	395.2
Penthouse A.	31.8	29.1	320.4	280.2
Playboy A.	47.6	42.3	411.1	491.7
Salute (8X)	—	—	122.9	67.2
Total Group	**402.4**	**305.6**	**3,370.2**	**3,314.1**
% change		**31.7%**		**1.7%**

— Metropolitan —

Aloha(6X)	—	—	130.0	114.0
Atlanta	50.8	44.4	444.2	407.7
Baltimore	57.4	79.1	545.1	581.9
Boston	173.5	156.2	1,219.4	1,179.9
California	69.1	60.0	462.1	491.6
Chicago	75.8	95.0	792.3	952.6
Chicago's North Shore	94.3	96.9	652.7	627.7
Cincinnati	81.8	53.1	484.8	458.3
Cleveland	62.9	50.6	544.4	553.7
Coast (39X)	343.5	366.4	1,517.7	1,774.6
Columbus Monthly	68.7	67.3	531.3	528.3
Connecticut	112.3	111.4	765.3	747.1
D/Magazine, Dallas/Ft. Worth	82.8	99.1	837.2	953.4
Denver	31.3	35.0	271.7	283.6
Detroit Monthly	50.5	48.3	545.8	567.3
Grand Rapids	33.0	36.3	303.2	298.6
Gulfshore Life (10X)	65.0	60.0	633.8	556.0
Honolulu	101.0	84.4	490.6	480.3
Madison	61.5	61.0	515.5	507.0
Memphis	142.0	112.0	659.0	606.0
Metropolitan Detroit	49.0	45.8	503.7	576.4
Miami/South Florida	38.9	39.3	411.6	540.9
Mid Atlantic Country	32.0	38.3	281.3	318.8
Minneapolis/St. Paul	90.7	111.5	798.3	745.9
Nashville	65.0	26.0	346.0	308.0
New Jersey Monthly	106.0	85.7	702.9	617.8
New Mexico	45.1	34.8	242.5	211.0
Ohio	48.9	56.5	438.0	450.5
Oregon (6X)	40.0	—	189.0	—
Orlando	84.3	100.3	777.8	754.0
Palm Beach Life	35.5	25.6	500.6	469.9
Palm Springs Life	33.7	40.3	750.2	749.7
Philadelphia	124.0	127.4	1,121.5	992.0
Phoenix	78.9	128.7	534.4	751.5
Pittsburgh	63.8	64.3	529.3	503.2
St. Louis	61.3	37.8	429.0	357.9
San Diego	155.7	144.9	1,092.2	1,084.1
San Francisco Focus	110.5	89.1	728.8	704.7
Texas Monthly	82.9	88.9	733.0	955.0
Twin Cities	55.5	48.0	487.2	392.5
The Virginian (6X)	—	—	62.0	58.0
Washington (7X)	59.5	83.0	240.5	311.0
The Washingtonian	145.3	143.3	1,135.2	1,149.6
Total Group	**3,363.7**	**3,276.1**	**25,380.9**	**25,678.7**
% change		**2.7%**		**-1.2%**

— Movie/romance/radio/tv —

Macfadden's Women's Group:				
Modern Romances	26.1	23.6	186.5	169.8
Secrets	26.1	23.6	186.5	169.8
True Confessions	26.1	23.6	186.5	169.8
True Experience	26.1	23.6	186.5	169.8
True Love	26.1	23.6	186.5	169.8
True Romance	26.1	23.6	186.5	169.8
Sterling Women's Group:				
Daytime TV	24.8	25.9	197.4	203.9
Modern Screen (6X)	14.5	16.2	58.0	63.7
Movie Mirror (6X)	0.0	1.0	14.5	18.5
Soap Opera Stars (6X)	16.8	16.2	64.3	62.8
TV Movie Screen (6X)	8.3	8.6	30.2	34.5
TV Picture Life (6X)	7.0	3.6	18.3	14.2
Total Group	**228.1**	**213.1**	**1,501.6**	**1,416.1**
% change		**7.0%**		**6.0%**

— Music/entertainment —

Dance Magazine	39.1	36.5	367.4	305.2
Playbill	44.4	37.0	348.6	336.3
Spin	30.8	30.4	222.4	236.0
Video Magazine	56.0	68.0	525.3	590.0
Total Group	**170.3**	**171.9**	**1,463.8**	**1,467.4**
% change		**-0.9%**		**-0.2%**

— National Sunday magazines —

Parade (52X)	47.0	49.5	375.5	413.8
Total Group	**47.0**	**49.5**	**375.5**	**413.8**
% change		**-5.1%**		**-9.3%**

— Outdoor & sport —

Alaska	29.8	42.9	279.2	346.3
The American Handgunner (6X)	—	—	174.0	142.0
American Hunter	28.1	19.6	145.2	140.0
American Rifleman	25.0	32.8	180.9	190.6
Backpacker (6X)	—	—	122.1	119.3
Bass Master (10X) A.	36.1	—	470.5	353.8
Bicycling (9X)	71.3	56.4	690.6	583.3
Ducks Unlimited (6X)	—	—	101.6	109.7
Fins & Feathers A.	60.3	—	277.2	274.1
Fishing World (6X)	—	—	169.4	178.0
Florida Sportsman	95.2	85.4	1,011.9	916.5
Golf Digest	77.6	76.3	871.2	826.2
Golf Magazine	58.7	42.8	658.7	608.3
Gun Dog (6X)	—	—	123.9	118.5
Guns	43.0	34.0	227.0	248.0
Guns & Ammo	45.8	52.3	347.2	376.6
In-Fisherman (6X)	38.0	31.7	421.0	369.7
Muscle & Fitness	128.0	108.0	974.3	871.7
Outdoor Life	60.1	45.6	624.1	595.0
Outside Magazine	46.2	35.9	412.8	382.9
Petersen's Hunting	57.5	55.5	366.8	344.6
Runner's World (13X)	35.2	31.9	292.1	247.3
Southern Outdoors Saltwater (8X)	22.4	—	225.1	—
Salt Water Sportsman	58.8	53.6	879.9	769.7
Sierra (6X)	—	—	150.9	165.9
Shooting Times	33.3	38.9	260.7	285.9
Ski (8X) A.	—	—	252.2	249.2
Skiing (7X) A.	—	—	203.3	193.1
Skin Diver	100.9	86.2	861.7	753.4
Southern Outdoors (9X)	—	—	292.2	224.4
Sport	47.8	41.5	321.3	311.0
Sports Afield	41.4	44.9	659.8	561.5
Tennis	49.7	52.3	577.3	579.7
Waterski (8X)	63.0	38.5	394.0	303.8
Western Outdoors (10X)	35.6	40.4	315.9	342.1
Wildfowl (3X)	22.5	21.8	52.7	51.2
Wing & Shot	—	—	46.9	—
World Tennis	31.6	28.3	250.4	244.0
Total Group	**1,443.0**	**1,197.5**	**14,686.0**	**13,377.2**
% change		**20.5%**		**9.8%**

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads.

All figures represented in this chart are supplied by the magazines. ADVERTISING AGE makes no attempt to verify them and, therefore, is not responsible for inconsistencies or errors.

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AUGUST

	Current month 1987	Current month 1986	Year-to-date 1987	Year-to-date 1986
— Photography —				
Petersen's Photographic	18.9	18.3	210.7	196.3
Total Group	**18.9**	**18.3**	**210.7**	**196.3**
% change		3.3%		7.3%
— Religious —				
Charisma	43.0	42.5	393.6	423.4
Christian Herald (11X)	—	—	195.9	194.4
Christianity Today (18X)	11.2	17.5	317.9	322.5
Ministries Today (6X)	—	—	157.0	177.8
Our Sunday Visitor (52X)	9.6	9.3	100.3	83.7
Today's Christian Woman (6X)	—	—	142.5	110.5
Total Group	**63.8**	**69.3**	**1,307.2**	**1,312.4**
% change		-8.0%		-0.4%
— Science/electronic/mechanic —				
Discover	—	—	—	—
Family Computing	28.2	34.9	325.9	323.6
Omni	41.8	41.5	446.6	429.7
Personal Computing	149.4	109.7	1,200.4	945.3
Popular Mechanics	53.8	65.9	685.8	755.0
Popular Science	47.2	52.9	538.4	542.8
Scientific American	29.5	23.2	325.7	252.5
Spectrum	58.3	63.5	505.1	648.9
Total Group	**408.2**	**391.6**	**4,027.9**	**3,897.7**
% change		4.3%		3.3%
— Woman/fashion/service —				
Bride's Magazine (6X) A.	560.1	447.3	1,825.2	1,544.1
Cosmopolitan A.	196.4	158.5	1,524.3	1,527.4
Essence	70.1	86.0	603.3	634.1
Family Circle (17X) A.	166.3	152.4	978.6	1,110.1
Glamour	195.7	175.0	1,382.8	1,327.5
Good Housekeeping A.	109.0	116.3	1,051.9	1,233.3
Harper's Bazaar	107.1	115.4	889.6	914.7
Health	44.6	35.5	382.0	318.5
Ladies' Home Journal	85.9	93.4	764.9	851.4
Mademoiselle	161.6	136.3	1,091.8	945.1
McCall's	75.1	74.3	707.8	697.4
Military Lifestyle	50.1	57.6	323.6	320.6
Modern Bride (6X)	478.5	422.0	1,544.5	1,349.0
New Woman	73.6	60.7	627.5	554.3
Parents Magazine A.	119.9	94.0	822.6	719.0
Redbook	71.0	64.2	727.9	703.7
Sawy	25.8	21.0	236.1	216.4
Self	89.3	64.0	751.2	704.9
Seventeen	250.1	238.5	1,013.3	934.2
Shape	64.5	65.0	559.2	560.7
Soap Opera Digest (26X)	17.3	16.8	130.3	122.3
'Teen Magazine	84.6	81.0	456.2	408.2
True Story A.	47.8	48.8	372.5	366.8
Vogue	253.9	229.4	1,812.4	1,745.0
W Magazine	171.5	161.9	946.9	817.8
Woman (9X)	36.0	28.5	206.0	107.0
Weight Watchers	27.8	25.7	255.7	258.8
Workbasket	24.3	27.3	214.7	236.0
Working Mother	90.4	74.7	618.0	521.9
Working Woman	69.1	75.4	719.7	771.4
Total Group	**3,817.3**	**3,446.6**	**23,540.5**	**22,521.3**
% change		10.8%		4.5%
— Youth —				
Boys' Life	14.1	12.7	121.6	118.4
Campus Life (10X)	—	—	231.1	228.6
Total Group	**14.1**	**12.7**	**352.7**	**347.0**
% change		11.1%		1.6%

JULY

	Current month 1987	Current month 1986	Year-to-date 1987	Year-to-date 1986
— Business/national —				
Barron's	147.7	126.4	1,431.9	1,288.0
Black Enterprise	45.4	44.0	531.4	574.3
Business Week (52X) A.	257.3	214.3	2,383.9	2,094.5
Business Month	20.0	23.2	216.8	289.5
Financial World (26X)	42.6	48.6	434.1	349.2
Forbes (26X)	386.7	185.9	1,939.1	1,796.0
Fortune (26X)	124.8	139.9	1,496.6	1,433.2
Frequent Flyer	57.9	56.7	399.3	408.5
Futures	38.5	42.1	335.5	296.1
Inc. Magazine A.	58.0	67.1	607.5	612.1
Income Opportunities	90.7	75.9	502.6	396.1
Industry Week (25X) A.	50.7	57.5	514.4	607.2
Nation's Business (12X) A.	35.2	33.4	213.3	249.0
Venture	59.9	72.4	444.3	488.9
Total Group	**1,415.4**	**1,187.3**	**11,450.7**	**10,882.5**
% change		19.2%		5.2%
— Business/regional —				
Advantage-Nashville's Bus.Mo.	57.0	61.0	388.0	412.0
Arizona Bus. Gazette (52X)	30.6	23.3	249.1	221.2
Boston Bus. Journal (52X)	109.8	102.1	897.3	940.3
Business Atlanta	55.3	63.1	434.0	455.0
Business First of Buffalo	48.6	53.0	403.7	417.0
Business First of Columbus	91.7	74.5	712.2	463.1
Business Journal-Milwaukee	113.6	99.7	831.5	709.9
Business Journal-Sacramento	60.1	32.5	422.1	291.9
Business North Carolina	39.2	37.5	302.8	276.1
Capital Dist. Bus. Review (52X)	77.3	—	544.2	—
Cincinnati Business Courier	103.0	71.5	742.0	530.1
Corporate Report Kansas City	28.7	25.1	164.8	211.4
Corporate Report Minnesota	74.0	63.0	520.0	524.0
Crain's Chicago Bus. (52X)	125.0	130.0	998.0	1,132.0
Crain's Cleveland Bus. (52X)	41.3	51.1	399.3	408.9
Crain's Detroit Bus. (52X)	62.9	47.1	508.3	412.2
Crain's New York Bus. (52X)	28.7	23.6	249.4	238.9
Florida Trend (13X)	62.3	72.6	556.0	571.3
Georgia Trend	75.4	63.1	479.9	370.6
Grand Rapids Bus. Journal	39.4	37.0	298.5	238.8
Hawaii Business	40.7	41.7	302.2	308.4
Indianapolis Bus. Journal (52X)	138.8	144.0	941.5	1,010.7
Intercorp-Connecticut (26X)	55.0	86.0	545.5	676.0
Kansas City Bus. Journal	94.6	102.1	839.4	979.7
Los Angeles Bus. Journal(55X)	44.1	33.1	472.5	281.3
Manhattan Inc.	44.3	46.7	492.7	459.0
New England Bus. (20X) A.	42.3	41.5	453.2	547.4
Pacific Bus. News (52X)	116.6	121.1	798.3	818.9
Philadelphia Bus. Journal (52X)	113.2	105.6	947.7	778.8
Pittsburgh Bus. Times (52X)	107.1	93.2	819.1	688.0
Providence Business News	56.2	29.0	480.9	95.2
Regardie's/Washington	108.0	81.0	949.0	817.0
South Florida Bus. Journal	84.5	70.0	693.5	757.3
St. Louis Bus. Journal (52X)	114.3	122.4	874.4	955.8
Texas Business	32.9	58.1	221.7	409.3
Warfields Monthly Baltimore	53.3	31.0	451.5	209.8
Total Group	**2,569.6**	**2,337.1**	**20,383.9**	**18,617.4**
% change		9.9%		9.5%
— National Sunday magazines —				
Parade (52X)	38.0	36.4	328.6	364.3
USA Weekend (52X)	29.3	37.4	268.1	350.6
Total Group	**67.3**	**73.8**	**596.7**	**714.9**
% change		-8.8%		-16.5%
— Newspaper Sunday magazines —				
Boston Globe	135.3	123.1	1,248.8	1,227.4
Chicago Tribune	66.3	47.6	710.9	600.6
Cleveland Plain Dealer	33.3	22.3	396.3	313.4
Columbus Dispatch	13.5	24.9	247.2	268.3
Detroit News	44.0	57.0	479.0	513.0
L.A. Times	43.4	42.4	541.0	497.5
Louisville Courier-Journal	35.0	30.0	334.0	324.0
Miami Herald	20.0	29.5	258.6	300.2
New York Times Magazine	117.3	112.8	2,036.9	1,995.4
Philadelphia Inquirer	36.0	34.0	448.0	441.0
Seattle Times	36.0	33.0	376.0	352.0
St. Louis Post Dispatch	52.0	27.7	481.4	360.4
Toledo Blade Magazine	22.5	25.6	276.6	285.3
Washington Post	61.3	57.3	876.4	795.4
Total Group	**715.9**	**667.2**	**8,711.2**	**8,273.8**
% change		7.3%		5.3%
— Weeklies/bi-weeklies —				
The Advocate(26X)	123.2	111.0	936.6	906.0
Army Times Military Group:				
Air Force Times (52X)	153.1	165.7	1,184.5	1,269.2
Army Times (52X)	154.2	154.5	1,102.4	1,151.4
Navy Times (52X)	166.8	174.3	1,161.6	1,248.0
The Blood-Horse (52X)	285.5	423.5	2,436.7	2,528.2
Capper's (26X)	15.2	15.6	203.9	182.3
Commonweal (22X)	2.5	2.2	59.6	45.6
Grit (52X) A.	18.3	17.8	193.1	165.4
National Journal (50X)	48.0	36.7	448.5	402.2
National Review (25X)	36.2	28.4	220.9	211.1
New Republic (48X)	26.4	23.3	264.5	240.3
New York Magazine (50X)	104.7	102.4	1,602.8	1,633.7
New Yorker	109.1	119.7	1,249.3	1,299.7
Newsweek (52X) A.	121.3	131.1	1,377.7	1,328.6
People (52X)	208.5	235.9	1,867.7	2,025.1
Rolling Stone (25X)	137.7	132.6	875.8	736.6
Sporting News (52X)	46.8	36.1	349.1	347.9
Sports Illustrated (52X) A.	150.0	151.8	1,441.0	1,513.9
Time (52X) A.	131.7	119.5	1,316.4	1,381.3
Travelhost (52X) C.	3,581.0	3,560.0	21,336.0	21,912.0
TV Guide (52X) A.	202.8	182.2	1,987.0	1,982.8
TV Update (52X) C.	2,180.0	2,111.0	16,194.0	15,750.0
Us Magazine (26X)	41.8	35.3	322.4	278.2
U.S. News & World Report (52X) A.	93.1	94.6	838.9	869.9
Total Group	**8,137.9**	**8,165.1**	**58,970.4**	**59,411.7**
% change		-0.3%		-0.7%
— Foreign —				
Business Week Int'l (52X)	110.7	136.9	782.9	888.2
De Armas Publications:				
Geomundo:				
Central America	3.0	4.0	41.0	26.0
Chile	2.0	5.0	34.0	29.0
Colombia	14.0	8.0	87.5	54.8
Ecuador	3.0	3.0	38.0	20.0
Mexico	16.5	22.7	61.5	79.2
Peru	6.0	2.0	37.0	18.0
Puerto Rico	5.0	11.5	39.0	21.5
U.S.	5.0	5.0	28.7	34.0
Venezuela	41.5	32.5	126.5	93.5
Hombre De Mundo:				
Central America	6.0	3.0	38.0	38.0
Chile	5.0	3.0	37.0	39.0
Colombia	17.5	8.0	77.3	95.2
Ecuador	5.0	5.0	34.0	35.0
Mexico	15.5	12.0	72.5	102.0
Peru	4.0	2.0	26.0	23.0
Puerto Rico	6.0	2.0	42.0	33.0
U.S.	21.5	6.0	92.8	74.0
Venezuela	22.5	20.0	42.0	33.0
Ideas Para Su Hogar:				
Colombia	7.7	9.2	66.2	67.8
Ecuador	1.5	2.0	17.5	14.0
Mexico	12.0	11.7	51.7	43.0
Peru	4.0	4.0	30.0	21.5
U.S.	3.0	3.0	28.5	23.0
Venezuela	11.0	5.0	49.0	63.7
Mecanica Popular:				
Argentina	2.0	2.3	44.0	22.8
Central America	5.8	7.2	60.2	60.8
Chile	2.7	3.7	28.7	22.8
Colombia	17.2	13.7	123.7	102.7
Mexico	19.3	11.8	119.8	67.7
Peru	10.2	8.2	77.5	64.8
Puerto Rico	6.8	5.7	52.2	45.3
U.S.	5.2	6.5	36.5	43.0
Venezuela	11.8	13.7	100.8	75.0
Vanidades Continental:				
Central America	8.3	25.2	94.0	102.3
Chile	2.7	4.5	27.7	26.5
Colombia	55.0	116.0	400.5	440.2
Ecuador	9.3	30.3	113.5	122.5
Mexico	69.5	122.8	482.2	488.5
Peru	11.8	24.7	100.0	81.8
Puerto Rico	21.5	61.8	222.7	227.8
U.S.	42.3	46.7	344.8	289.3
Venezuela	42.3	56.7	252.5	231.5
Hearst International Publications:				
Buenhogar:				
Central America	—	1.0	4.0	8.0
Chile	—	1.0	7.0	9.0
Colombia	29.5	37.7	182.0	199.8
Ecuador	10.0	12.0	66.0	73.0
Mexico	34.2	37.8	197.7	199.7
Peru	8.0	5.0	63.5	41.5
Puerto Rico	1.5	11.5	21.3	63.0
U.S.	18.0	22.7	146.5	142.3
Venezuela	25.0	24.0	147.7	125.7
Cosmopolitan en Espanol:				
Central America	4.0	4.3	38.0	24.3
Colombia	37.8	22.7	107.8	84.3
Ecuador	4.0	—	16.0	—
Mexico	88.2	59.0	279.0	263.3
Peru	1.0	—	2.0	—
Puerto Rico	18.0	9.8	98.7	69.0
U.S.(Spanish language)	32.7	24.7	184.7	173.7
Venezuela	29.5	16.3	117.7	84.3
Cosmopolitan Foreign Editions:				
Australia	57.7	60.7	424.1	407.4
Brazil	50.3	56.8	427.2	405.2
China	25.2	32.9	299.7	260.6
France	65.8	74.0	756.8	616.2
Germany	89.0	74.3	824.8	730.4
Great Britain	613.0	111.0	677.0	716.5
Greece	39.0	32.0	285.0	287.0
Holland	27.0	35.0	438.0	449.0
Italy	55.0	7.3	526.9	460.2
Japan	56.3	48.9	337.0	354.5
South Africa	55.0	67.0	455.0	484.0
Good Housekeeping Foreign Editions:				
Australia	38.3	39.2	211.1	211.8
Great Britain	123.6	110.9	870.1	843.6
International Management:				
English	—	—	—	—
Middle East	—	—	—	—
Johnston International:				
Alam Attijarat	14.0	16.2	169.5	233.2
Far East Business	20.2	20.7	180.3	241.2
Modern Africa (6X)	13.7	25.1	49.1	78.3
Latin America Finance (6X)	17.1	19.3	66.5	72.1
Newsweek International A:				
Atlantic (52X)	33.1	43.0	473.4	537.7
Latin America (52X)	13.3	22.3	159.5	207.1
Asia (52X)	34.5	42.4	332.5	384.5
Progreso (9X)	—	—	25.9	42.2
Reader's Digest:				
Arabic	3.0	7.0	59.0	39.5
Asian	107.0	162.5	1,182.0	1,431.5
Australian	31.5	55.5	330.0	404.7
Belgian-Flemish	11.5	28.0	339.5	486.1
Belgian-French	7.0	15.0	230.0	281.6
British	46.6	46.6	315.2	320.9
Chinese B.	67.5	76.8	630.1	707.3
Danish	10.5	9.0	196.3	212.8
Dutch	20.0	26.0	263.6	243.1
Finnish	24.0	16.0	335.0	332.8
French	10.2	5.8	172.2	102.7
German	44.3	38.0	497.6	426.3
Iberian	—	2.0	2.0	8.5
Indian-English	50.5	55.5	497.5	477.0
Indian-Hindi	5.0	8.5	93.5	56.0
Italian	23.5	15.5	329.5	229.5
Korean	35.0	23.3	226.6	164.5
Latin American:				
Argentina	9.0	16.5	71.5	83.0
Brazil	—	2.0	—	18.0
Central American	4.0	6.0	26.0	45.0
Chile	13.5	8.0	69.0	78.5
Colombia	25.0	32.5	157.5	142.0
Ecuador	2.0	5.0	17.0	41.0
Mexico	44.8	46.0	393.9	368.2
Peru	5.0	5.0	25.0	47.0
Puerto Rico	3.0	6.0	21.0	31.5
U.P.B.	2.0	5.0	21.5	39.0
U.S. Spanish	5.5	12.5	54.0	11.5
Venezuela	3.0	8.5	26.0	42.0
New Zealand	53.5	59.3	325.5	359.8
Norwegian	7.0	5.0	102.8	53.5
Portugal	33.5	29.5	260.0	279.5
South African	56.0	65.5	483.0	486.0
Swedish	3.0	11.0	45.0	99.5
Swiss-French	22.0	6.0	151.5	150.3
Swiss-German	32.0	11.0	209.0	198.0
Time International:				
Time-Asia	38.6	48.1	319.1	468.5
Time-Atlantic	49.5	52.7	530.1	623.9
Time-Canada	75.0	81.3	967.0	1,170.8
Time-Latin America	22.9	25.4	195.8	306.2
Visao (52X)	113.7	139.9	697.7	912.2
Vision/Latin America (24X) A.	25.3	23.7	158.1	172.3
Total Group	**3,618.9**	**3,418.8**	**25,357.2**	**26,200.0**
% change		5.9%		-3.2%

AdWhirl

Even as **Ed McCabe**, president of New York-based **Scali, McCabe, Sloves**, was dropping out to "follow his dreams," the adman in him was singing a promotional tune. Writing in the July issue of **Esquire** of his participation in the grueling 8,000-mile Paris-to-Dakar auto race, McCabe notes that on the hood of his custom, Jeep-like Mercedes was former client **Frank Perdue's** message: "Perdue fresh young chicken." On the sides were the names of "all the people who had helped us," with the word "Thanks" in red paint, and the Nikon name "splashed across the back." Unfortunately, McCabe and photographer **Carolyn Jones**, his girlfriend and co-pilot in the race, failed to become the first Americans to drive a car across the finish line. They ran out of gas in Niger, somewhere between Arlit and Arbre Thierry Sabine. McCabe also showed up in another magazine, the July 6 issue of **The New Yorker**, in an "Annals of Advertising" piece on Scali, McCabe, Sloves' work for **Perdue Farms.**

What does Wall Street think of **Alan Greenspan**, the new chairman of the Federal Reserve Board? That was a question reporters had at **Merrill Lynch's** annual media luncheon, after Greenspan's appointment. Asked his opinion during an informal question-and-answer period, **William Schreyer**, Merrill Lynch's president, noted in jest that Greenspan already has one advantage: "I'm told he doesn't hold a Ph.D. I understand he has an M.A., and for an economist that's pretty good. It might be a plus."

More often than any other programmer, **Brandon Tartikoff**, NBC Entertainment's president, refers to series' popularity in Port Washington, N.Y.-based **Marketing Evaluations'** TvQ likability ratings. Lately, he's been calling "Rags to Riches" NBC's next slow-growth hit, because, he believes, its Nielsen ratings eventually should catch up to its strong TvQ performance (No. 6 among all series).

For **Bill Reed**, the Lexington, Ky., entrepreneur who has been marketing Kentucky bluegrass seeds in small bags labeled "grass," the famed Long Island garbage barge's search for a dump site would have been no problem. If he had his way, Reed says, he would have packaged the barge's contents in small bags and then sold them to the public. "Some serious product festoonery would surely work here," he believes.

Cannon
Bronson

NBC
Tartikoff

Peter Gerald, New York-based voice-over talent heard on TV and/or radio commercials for such accounts as Zayre Corp., Glenbrook Labs' Panadol, B. Altman's stores, Mobil Chemical Co.'s Cinch Sack and Menley & James' Contac caplets, recalled recently in this, the 25th anniversary year of the James Bond movies, that he nearly got the chance to portray secret agent 007—on radio. In the mid-1960s, he said, producer **Lee Bowman, Colgate-Palmolive** via **Ted Bates Co.**, New York, asked him to play that role on a planned series of Bond radio dramas—until Colgate decided to drop out.

Katie Ford Balazs, VP-creative director of New York-based Ford Models, has a new business, a PR and advertising shop for fashion, beauty and leisure-time marketers. Called **Beh-Balazs**, it's a partnership with **Pat Beh**, who just set up an in-house ad agency for Karl Lagerfeld Womenswear. Among B-B's assignments to date are editorial projects for fashion magazines and product work from Clairol and The Surf Club.

Numerous film sequels are on their way to theaters, but **Cannon Group**, Los Angeles, seems gripped by sequel fever more than most. It released "Superman IV" last month, slated **Chuck Norris'** "Braddock: Missing in Action III" for fall and **Charles Bronson's** "Death Wish IV" for January, with "Spitfire: Delta Force II" also in the works. **Columbia Pictures**, meanwhile, plans "Karate Kid III" for 1988 and "Ghostbusters II," date uncertain.

Kelly Hu, better known as Miss Teen USA 1987 (one of **Procter & Gamble's** three TV pageants), has landed one-shot acting roles on **CBS'** "Magnum, P.I." and **ABC's** "Growing Pains" this fall.

Singer/songwriter **Terry Cashman**, best known as the late **Jim Croce's** songwriter and record producer and as the singer/composer of "Talkin' Baseball," now is executive producer of "Sport Baseball Video Magazine," a series of home video specials. A longtime baseball trivia buff, Cashman, prior to his music career, was a pitcher in the Detroit Tigers farm system.

For **Joan Collins**, her new lingerie commercials are a case of art imitating life. Come October, when the 15-second TV spots begin airing nationally, Collins will be seen purring into the camera, "Despite all the rumors, romance still lives." But don't jump to the conclusion that the "Dynasty" star is alluding to her own messy divorce from Peter Holm. "I wrote the line before we knew she was involved in the whole thing," said Bert Miller, president, Jason, Jared & Miller, agency for the Joan Collins Lingerie Collection from Sanmark-Stardust here.#

Written by Pat Sloan and Stuart J. Elliott from AA bureau reports.

Foreign spending beats U.S.

(Continued from Page 1)

Africa and Mexico have resulted in bigger ad spending gains.

Also, new private TV channels are giving a boost to a few European countries' ad spending this year.

In France, where this trend is furthest along, ad spending will be up 10.8%. In Spain, which entered the European Economic Community last year, ad spending is likely to increase 32% this year, compared with projections just eight months ago of 8.5% growth.

That also compares with expected real ad spending growth in the U.S between 3% and 5% this year, industry experts said.

Western European ad spending growth will outpace the U.S. for many years, said John Eger, president of Worldwide Media Group, a New York-based consultancy.

"We expect double-digit [real] growth until the 21st century in the top 10 countries in Western Europe," he said. "But the U.S. may never see double digits again. It's too developed."

Philip Geier, chairman at Interpublic Group of Cos., New York, said, "After inflation, in real terms, you definitely will not see double-digit growth in the U.S. Western Europe will continue to grow at a much faster rate."

Clay Timon, worldwide advertising director at Colgate-Palmolive Co., said, "Expected GNP [gross national product] is greater in Europe than in the U.S. over the next couple of years. Looking at that alone, you can expect European spending to be better than U.S."

Robert Coen, senior VP-director of forecasting at McCann-Erickson Worldwide, predicts a 16% increase in overseas ad spending during 1987, up from an earlier forecast of 13%. Mr. Coen said 1986 ad spending outside the U.S. increased 26% (AA, Feb. 23).

U.S. spending is expected to grow 7.5% this year, without inflation factored out, compared with 7.8% last year, Mr. Coen said.

In 1988, Mr. Coen expects 9.5% growth inside the U.S. and 10% outside the country.

An AA survey of international markets turned up a mixed, but generally bright, picture:

EUROPE

The single biggest reason for growth in European ad spending is the increase in commercial TV time due to new private channels. "This market is really waking up now," said Fernando Antolin, media director of Spain's leading advertiser, El Corte Ingles, a department store.

> *"We expect double-digit growth until the 21st century in the top 10 countries in Western Europe."*
>
> **—John Eger**
> **Worldwide Media Group**

Along with increased TV spot time, Spain's triple set of elections in June added 7% to 8% to the year's total spending.

Last year's entry into the EEC prompted several new-product launches by U.S. and European companies, said Alfredo Garcia Valdez, president of McCann-Erickson Group Spain, Madrid.

Italy will see 15% spending growth this year, slightly higher than previously expected but down from an 18% increase last year.

"Italy has very good, very solid increases, in part because of growing TV time," said Norman Vale, senior VP and managing director of Grey International, New York.

"The state is spending, which is very new," said Gianni Cottardo, chairman of the Association of Full-Service Advertising Agencies, Milan. "The state has large campaigns going or planned for promotion of wine, railways and AIDS information."

Although France's spending estimate for 1987 has increased only slightly from earlier estimates, the 10.8% growth is considered very healthy. In 1986, ad spending grew 9.5%.

Increased TV time and campaigns for the privatization of nearly 10 government-owned companies have fostered spending.

"Corporate advertising is growing in France when compared with 1986, as well as financial advertising, due to the new interest of the French in the stock exchange and the growing number of companies on the second market," said Pierre Roth, manager of Delta Marketing Research, Paris.

In the U.K., where spending grew 11% last year, a 6% increase was expected earlier.

But the re-election of Prime Minister Margaret Thatcher has provided stability for the British economy, ad executives said, and now, 9% growth is foreseen.

West Germany, where previously 0.7% growth was expected this year, now looks forward to 3% growth.

"Germany is picking up economically," said Willi Schalk, BBDO Worldwide's president-chief operating officer.

After years of stagnation, "the big soapers here—Henkel, Procter & Gamble and Lever Bros.—have been extremely active with new-product introductions, particularly with all the new liquid detergents," a West German advertiser said.

SOUTH AFRICA, LATIN AMERICA

Earlier this year, South African ad spending was predicted to fall by 6%, but the latest estimates show spending will remain at the same level as last year. "For the first time in three years [spending] volumes look like they are being maintained," said Dick Reed, managing director of Media Shop, a Johannesburg media-buying company.

This is due in part to the increase in South African TV channels to six from three in three years.

As companies like General Motors Corp. and IBM Corp. pull out, the repositioning statements of the new companies, along with corporate responsibility statements, have created a spending boomlet.

In Mexico, inflation was expected to hit 150% in 1987, meaning a 75% drop in real ad spending. But inflation has slowed to about 130%, so the drop will be only 55%, partly because of the government's lifting of price controls and other anti-inflationary moves.

"The economy is stabilizing and a bit of confidence is coming back," said Bill Peniche, president of J. Walter Thompson de Mexico, Mexico City.

ASIA/PACIFIC, CANADA

The low growth rates earlier predicted in Japan, Australia and Canada still ring true.

Japan, still stinging from the strong yen, now has expectations ranging from 2% to 4.5% growth this year. Earlier, 2.1% was expected.

"Although traditional manufacturing sectors are relatively less active, this is more than made up by spurt in new industries and services," said Satoshi Watanabe, executive director of the Japan Advertising Federation, Tokyo.

A soft economy in Australia permitted spending to grow only 2% there last year. Although the first six months of 1987 saw a drop of 1%, a 1% increase is expected by yearend.

"Australia's bicentennary spending for 1988 should help oil the wheels of industry, and the government's announced tax cuts should put more disposable dollars in the retail sector," said Gawen Rudder, group marketing director at Mojo MDA, Sydney.

Like Australia, Canada expects 1% ad growth. Canadian spending grew 0.8% in 1986.

"I don't see any great action up there," Grey's Mr. Vale said.

"A lot of ad spending is going into new media opportunities and new areas outside the conventional media," said John Foss, president of the Association of Canadian Advertisers, Toronto.

The government's proposal to ban tobacco ads in newspapers by Jan. 1, 1988, and in magazines and outdoor media by Jan. 1, 1989, would hurt the ad scene further.#

Correspondents from AA international bureaus also contributed to this report.

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